



D

**C** Hand decorated earthenware **Chinese Pickle Jar** is used in China for delicious 24-hour fresh vegetable pickles. (They are served as an appetizer at every meal.) Cut-up vegetables and fresh ginger go into the jar with equal portions of vinegar, water and sugar — the bowl is used as a measure. (See recipe at left.) The inner lid is set in place; the trough around the neck is filled with water; then the bowl, which doubles for serving, rests upside down in the water to act as a perfect seal. With its tart/sweet flavor, this makes a deliciously refreshing summer appetizer or relish which will last for 5-6 days in the refrigerator. 5 3/4" diam. x 7" H. overall. Recipe included. #40-81752 \$13.00



E

**D** Unglazed stoneware **Garlic Cellar** provides the right amount of ventilation for keeping garlic, shallots or fresh ginger root firm and healthy for periods of three weeks or more. 4" W. x 4 1/2" H. #40-67165 \$4.50

**E** **Pot Sticker Maker** is for forming those delectable Chinese dumplings that are first fried until brown and crispy and then steamed. (They tend to stick to a pan, hence the name!) Instructions, brush and recipe included. Heavy plastic. 4" diam. with 2 1/4" handles. #40-84277 \$5.00

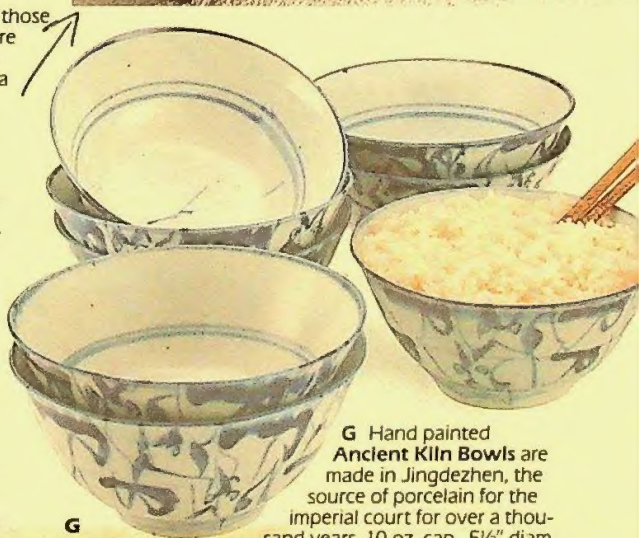
**F** The **Cassette Feu™** is an efficient, portable gas stove that provides an ideal extra burner for your kitchen or elsewhere. It is perfect for oriental cooking as the grid supports a wok close to the burner and provides the convenience of preparing food on your counter top or at the table. The stove, which operates on a canister of butane gas, has automatic ignition. One year warranty and instructions included. Enameled steel, 12 1/8" L. x 10 3/8" W. x 3 1/2" H., with removable grid. #40-68080 \$59.00\*

**Butane Fuel Canisters** are available separately. 8 oz. each. Set of three #40-83345 \$10.50\*

\*Sorry, we cannot gift wrap these items.



F



G

**G** Hand painted **Ancient Kiln Bowls** are made in Jingdezhen, the source of porcelain for the imperial court for over a thousand years. 10 oz. cap., 5 1/2" diam. Set of six #40-61994 Regularly \$9.00 **Special Price \$7.20** Ⓢ



**A** An inexpensive luxury, our **Italian Bedside Carafe** has a raised design of leaves and flowers that is not only pretty but also ensures a good grip on the carafe and matching tumbler. Heavy molded glass, 24 oz. cap., 7" H. overall. #40-46532 \$10.00

**B** The **Waring Bar Blendor®** is a commercial, heavy duty, two-speed machine that can be used for all drink preparations. Designed to last a lifetime, it comes with a 48 oz. Lexan® pitcher and an 8 oz. sauce and salad dressing maker (offered together only through Williams-Sonoma). Recipe booklet incl. 3 amp., 120V, UL listed motor. 15 1/4" H., made in USA. #40-53363 \$120.00 ®

**C** Chuck Williams saw a **faience Pig Jug** like this one 25 years ago in Paris and tried for several years to find the manufacturer, but to no avail. (We have since learned they were originally made in Lorraine in the late 19th century.) Then, by an extraordinary coincidence, he saw a reproduction in a small Italian factory last year. It seems that a Frenchman had asked the factory owner to reproduce them from an original jug found in an antique shop. The pink pig, wearing the cross of Lorraine and crown of laurel, is hand decorated and fully glazed. 40 oz., 5 1/4" diam. x 8" H. #40-82339 \$29.00

**D** Make your own sparkling water with our sleek, midnight blue **Soda Syphon** from Austria (and avoid returning all those empty soda bottles!). Just fill with pure water, insert a CO<sub>2</sub> cartridge, shake and push lever. Made of toughened aluminum with non-corrodible interior, approx. 1 qt. cap. #40-13193 Regularly \$38.00 **Special Price \$31.00** (Cartridges not included.)

**CO<sub>2</sub> Cartridges Set of ten** #40-13201 \$3.75

**E** Large **Oval Divided Dish** in white glazed earthenware is just what's needed for serving antipasto, hors d'oeuvres or condiments for a curry dinner. 17 1/4" L. x 13" W., made in Italy. #40-82347 \$16.00

**F** You won't believe the price of these handsome **Charleston Double Old Fashioned Glasses**. Weighted base with fluted design. 12 oz. cap., 4" H., made in USA. Set of six #40-81778 Regularly \$9.00 **Special Price \$7.50**







**O'REILLY FAT-FREE GRILL.** This stove-top grill combines the benefit of fat-free broiling with the convenience of pan-frying; its ridges keep meat above fat and grease which drain off during cooking. The grill sears steaks, chops, sausages and bacon without soaking them in grease. Can be used on gas or electric stoves. Five-inch heat-proof handle. Length: 9 1/4 inches. Width: 9 3/4 inches. 21306X . . . . . \$19.50 Postpaid and Unconditionally Guaranteed

**THE BEST FOLDING BABY STROLLER.** In comparison tests conducted by the Hammacher Schlemmer Institute, this model was top-rated for its overall quality and ease of use. Unlike other models its handle can be reversed to convert it from a forward-facing stroller to a rear-facing carriage. The 15-inch long cushion provides proper support and can be adjusted from a sitting position to a full recline. Cotton corduroy cover is washable. Includes full adjustable canopy that is removable for cleaning, a fabric boot for cool weather use, and a woven safety harness. The frame is made of chrome-plated steel and polypropylene making it strong yet lightweight; folds to a standing 33 x 10 inches for transport and has a detachable parcel basket; front swivel lock balloon tires and rear shock absorbers for comfort and two rear brakes for safety. Meets all industry standards for child safety. Height: 38 inches. Width: 19 inches. Length: 30 inches. Weight: 24 pounds.

27120X . . . . . \$119.50 Postpaid and Unconditionally Guaranteed

**THE BEST ELECTRIC TEAKETTLE.** In the Hammacher Schlemmer Institute's comparison test of electric teakettles, this unit was judged superior for its heat-up and shut-off times, its superior construction and ease of use. Designed for use in home, office, or vacation retreat, it can boil as little as one cup of water (unlike other models) or as much as two quarts. The 1500-watt chrome-plated heating element is controlled by a microchip that turns the unit off to prevent overboiling which can de-aerate water and harm the flavor of tea and other hot beverages. Automatic shut-off prevents damage if unit is accidentally turned on when dry. Non-porous Celcon plastic casing is stain-resistant and flavorless. Neon "on" indicator light. Manufactured by Russell Hobbs of England, the world's largest manufacturer of teakettles. Height: 10 1/4 inches. Width: 4 inches. Length: 8 7/8 inches. Weight: 1 1/4 pounds.

21058X . . . . . \$64.95 Postpaid and Unconditionally Guaranteed

**THE VIC BRADEN TENNIS CLINIC VIDEO CASSETTE.** Professional tennis instructor Vic Braden (founder of the world's first tennis college and producer/director of 50-second "Tennis Tips" nationally broadcast on PBS) offers his proven tennis expertise on this video cassette to demonstrate common tennis problems and their causes along with clear descriptions of appropriate cures. Produced by *Tennis Magazine*, the tape has segments on the forehand, backhand, service, service return, volley, approach shot, overhead smash, strategy, anticipating opponents' shots, and choking. In all, 28 distinct tennis problems are dealt with. Segments are clearly marked so you can move directly to any part of the tape you choose. Filmed on location at the Vic Braden Tennis College in Cota de Caza, California, the video uses long shots of action as well as closeups of fundamental techniques of proper racquet and body position. Running time: 1 hour.

27311X VHS . . . . . \$69.95

27312X Beta . . . . . \$69.95

Postpaid and Unconditionally Guaranteed



The Best Folding Baby Stroller



The Best Electric Teakettle



The Vic Braden Tennis Clinic Video Cassette

QUALITY AND SERVICE  
FOR OVER 138 YEARS

*Hammacher Schlemmer Cat. rec'd 1/6/86*





The Shower Telephone



The Ranford Solid Brass Spyglass



The 9-Second Recharging Cordless Iron



**THE VOICE DEACTIVATED ALARM CLOCK.** This is the only alarm clock that is deactivated by your voice or a clap of your hands. A small condenser microphone detects sound at the 56 decibel level so that the alarm signal may be interrupted for about four minutes whereupon the beeping will resume. Alarm may be reset for up to 40-minute cycle and is deactivated manually by pressing the bar on top. Electronic beep signal gradually becomes louder. Small size, quartz controlled accuracy and a single AA battery power source (included) allow portability. Constructed of high-impact Makralon® plastic. Analog hands are luminescent. Height: 3½ inches. Width: 2½ inches. Weight: 3.8 ounces. 25515X . . . . . \$39.95 Postpaid and Unconditionally Guaranteed

**THE SHOWER TELEPHONE.** The buoyant handset of this 46/49MHz cordless telephone is completely moistureproof so that it can be fully immersed in water without damage, making it ideal for use in showers, hot tubs and at poolside. It has talk and standby keys, a two-number memory for frequently-called numbers of up to 15 digits each, automatic redial for convenience when trying to reach busy numbers, ten subfrequencies so multiple units may be used in the same area without interference and a 4-digit security code that prevents unauthorized use. The 10 x 11½ x 1½-inch base unit has telescoping antenna, modular telephone plug, auxiliary input for a second telephone and a 5-foot power cord that plugs into household outlet. Maximum operating range is 1000 feet and unit operates on either tone or pulse phone systems. Hanger for handset (included) allows installation inside shower stall. Base memory runs on three AA batteries (included). Base and handset made of ABS plastic. Handset height: 9½ inches. Width: 3½ inches. Depth: 1½ inches. Weight: 12 ounces. 25437X . . . . . \$149.50 Postpaid and Unconditionally Guaranteed

**THE RANFORD SOLID BRASS SPYGLASS.** Using traditional nautical design and incorporating modern optics, this classic solid brass spyglass extends 15 inches for magnified viewing while boating, sightseeing or star-gazing, yet closes to a compact five inches to fit conveniently in a pocket. Precision-ground 30mm optical glass lens brings objects 25 times closer with sharpness and clarity. Lenses coated with magnesium fluoride for maximum light transmission. Cylinder covering has the look of stitched leather. Includes cushioned case with belt loop. Made by Tasco. Weight: 6½ ounces. 25600X . . . . . \$39.95 Postpaid and Unconditionally Guaranteed

**THE 9-SECOND RECHARGING CORDLESS IRON.** This full-sized electric iron recharges fully in just nine seconds when replaced on the base, letting you dry or steam iron clothes, tablecloths and curtains without a cord getting in the way to wrinkle or mark freshly-pressed fabrics. The 6-ounce capacity see-through water reservoir uses ordinary tap water (unlike other models which require distilled water) and the unit has 16 steam vents, 60% more than other cordless irons, for better steam distribution. The electrically-charged 1200-watt base has non-skid pads and, unlike other cordless irons, clamps securely to the ironing board or table to prevent tipping. Variable heat control for materials from silk to linen. Spray mist gives extra dampening; burst-of-steam button gives extra steam for especially wrinkled garments and self-cleans iron after each use. Silverstone-coated soleplate with full-length button groove prevents sticking. Plastic base and housing; steel clamp. Plugs into household outlet. Height (iron with base): 10 inches. Width: 5¾ inches. Diameter: 7¾ inches. Weight: 3 pounds. 23036X . . . . . \$64.95 Postpaid and Unconditionally Guaranteed





The Orthopedic Pillow



The Ferrara 360-Degree Halogen Table Lamp



The Best Electric Griddle



**THE MINI TRAVEL HAIR DRYER.** Small enough to fit in the palm of your hand, this is the most compact 1000-watt portable hairdryer available. Designed for international use, it delivers a full 1000 watts on both 120-volt United States and 220-volt European AC current, and comes with two adapters to fit plugs overseas. Detachable nozzle concentrates air flow for drying and styling at high and low heat settings. Built-in hanging loop prevents damage to 6-foot electrical cord. High-impact plastic construction. Comes in a  $3\frac{1}{2} \times 5 \times 7\frac{1}{2}$ -inch travel case with 4 x 3-inch mirror. Made by Krups, Germany's largest manufacturer of small electrical appliances. Height:  $5\frac{1}{4}$  inches. Width:  $2\frac{1}{2}$  inches. Length:  $3\frac{1}{2}$  inches. Weight: 10 ounces.

23114H . . . . \$29.95 Postpaid and Unconditionally Guaranteed

**THE ORTHOPEDIC PILLOW.** Developed to eliminate abnormal posture during sleep (the most common cause of neck pain), this pillow has a two-layer construction that keeps your head at the proper angle for therapeutic rest whether you sleep on your back or on your side. The top side is made of Quallofil, a down-like, non-allergenic fiber that conforms to and cradles your head and neck, and unlike other pillows, it has an under-support of open-celled polyurethane foam that creates a firm base upon which to rest. The pillow also has a cervical roll that can be positioned to follow the normal curve of your neck and support all seven neck vertebra to provide even greater support. Covering of 65/35 poly/cotton blend. Made in U.S.A. Length: 23 inches. Width: 16 inches. Weight: 21 ounces.

23560H . . . . \$44.95 Postpaid and Unconditionally Guaranteed

**THE FERRARA 360-DEGREE HALOGEN TABLE LAMP.** Imported from Italy, this halogen desk lamp pivots a full 360 degrees on its base and uses its unique combination of two carpal-axis joints and a pivot that tilts vertically or horizontally to provide you with light wherever you need it for reading, writing or craft work like needlepoint, drawing or painting. The 50-watt halogen bulb is as bright as a 150-watt flood lamp and is much whiter for greater color accuracy; it lasts longer than regular incandescent bulbs because tungsten particles which boil off the filament combine with circulating halogen gas and are redeposited on the filament, constantly renewing it. Base is die-cast metal alloy for stability; arms and lamphead are injection-molded plastic. Height: 4 inches. Length: 3 feet. Diameter: 5 inches. Weight: 12 pounds.

22632H . . . . \$174.50 Postpaid and Unconditionally Guaranteed

**THE BEST ELECTRIC GRIDDLE.** In tests conducted by the Hammacher Schlemmer Institute, this electric griddle was rated best because it cooks a wide variety of foods evenly, is fully immersible, cleans easily and is the only model with three different cooking surfaces. The  $9\frac{1}{2} \times 10\frac{1}{2}$ -inch flat cooking surface is ideal for frying eggs, pancakes and potatoes; the  $5\frac{1}{2} \times 8\frac{1}{2}$ -inch ribbed surface sears meats on the outside, yet leaves them juicy on the inside because meat is kept above fat and grease which drain off during cooking; the  $5 \times 9$ -inch warming oven heats rolls or keeps food warm until serving. The griddle surface has a Silver Stone® non-stick surface; grease drains into separate container. Made of cast aluminum with an embedded heating element; griddle has a continuous range thermostatically controlled heating element that heats up to 375°F. Heat resistant phenolic handles; griddle surface is immersible. Plugs into household outlet with 33-inch cord. Height:  $4\frac{1}{4}$  inches. Width: 24 inches. Depth:  $11\frac{1}{2}$  inches. Weight:  $8\frac{1}{2}$  pounds.

21076H . . . . \$69.50 Postpaid and Unconditionally Guaranteed





**THE ONLY TWO-FOOT HEAT MASSAGING CUSHION.** This is the only foot massager with two pouches to insert tired feet for refreshing heat treatment, dry massage or both heat and massage simultaneously. The 11 x 11 x 4-inch massage cushion contains a 20-watt motor which produces 7200 strokes per minute. A thermostatically-controlled heating element heats the two 5 x 7-inch foot pouches to a maximum 116.7°F. Cushion also may be used on calves, thighs, neck and shoulders. Urethane foam padding is ¾-inch thick; vinyl cover cleans easily with damp cloth. Six-foot power cord plugs into household outlet. Weight: 3½ pounds.

23544H . . . . \$49.95 Postpaid and Unconditionally Guaranteed

**THE CLASSIC SYPHON.** First offered to our customers 50 years ago, this is the classic syphon that changes ordinary water into seltzer, or wines and demisees into sparkling beverages. This 1-quart crystal container is made in Czechoslovakia and encased in protective chrome-plated mesh; operates under pressure supplied from a standard CO<sub>2</sub> cartridge. Comes with black rubber base for stability. Height: 14 inches. Diameter: 4½ inches. Weight: 5 pounds.

20000H . . . . . \$49.50

20001H Box of 40 refill cartridges . . . . . \$24.50

Postpaid and Unconditionally Guaranteed

**The Classic Cocktail Shaker.** Matching crystal container with chrome-plated mesh for mixing cocktails. Chrome lid. Capacity: 16 ounces. Height: 9½ inches. Diameter: 3½ inches. Weight: 1.3 pounds.

20026H . . . . \$29.50 Postpaid and Unconditionally Guaranteed

**WINDOW STORAGE BAGS.** These see-through hanging clothes bags allow you to locate stored items at a glance. They keep coats, suits, dresses, blouses and shoes protected and clean. Constructed of heavy gauge vinyl, double-stitched at the seams and reinforced with white vinyl binding. Heavy-duty steel frames hold the shape of the storage bags. A full vertical side zipper makes removing or adding clothes easy. Bags clean easily with a damp cloth.

22107H Jumbo Suit Bag (45"L x 13½"W x 20"D) 6-8 suits . \$19.95

22106H Evening Gown Bag (63"L x 13½"W x 20"D) 12 gowns . \$19.95

22105H Jumbo Dress Bag (57"L x 13½"W x 20"D) 12 dresses \$19.95

22104H Super Jumbo Dress Bag (57"L x 24½"W x 20"D) 20 dresses \$29.95

22102H 10-Shelf Bag (57"L x 8½"W x 13"D) . . . . . \$29.95

22103H 5-Shelf Utility Bag (57"L x 15"W x 20"D) . . . . . \$34.95

Postpaid and Unconditionally Guaranteed

**THE BEST WAFFLE IRON.** Top-rated in comparison tests conducted by the Hammacher Schlemmer Institute, this waffle iron produced crisp, evenly browned waffles without sticking, cleaned up more easily and completely than any other model tested and had a more accurate light indicator for heat-up and cooking times. The reverse sides of the removable grids are flat for use as an open grill to prepare bacon, eggs and pancakes or as a closed grill to prepare hamburgers or grilled sandwiches. Temperature settings include low, medium and high for grilling and special waffle setting. Polystyrene handles and feet remain cool during operation and a drip spout drains cooking liquids. Exterior is chrome-plated steel; grids are cast aluminum with non-stick coating. Height: 4.2 inches. Width: 11 inches. Length: 11½ inches. Weight: 6.6 pounds.

21086H . . . . \$52.50 Postpaid and Unconditionally Guaranteed



The Classic Syphon



Window Storage Bags



The Best Waffle Iron



# Cordless Just Heating Up

storage containers.

Let the consumer do one-top microwave shopping. Permit a single buyer

or merchandise manager to retail to package the sale of a microwave oven with microaccessories in housewares.

We haven't seen that to date because the ovens were sold in major appliances, another de-

partment...and another buyer.

Last October, when the NHMA Show seemed to be fogged in both physically and spiritually—with attendance down and buyers unclear of their purpose for being in

Chicago—I wrote what I saw.

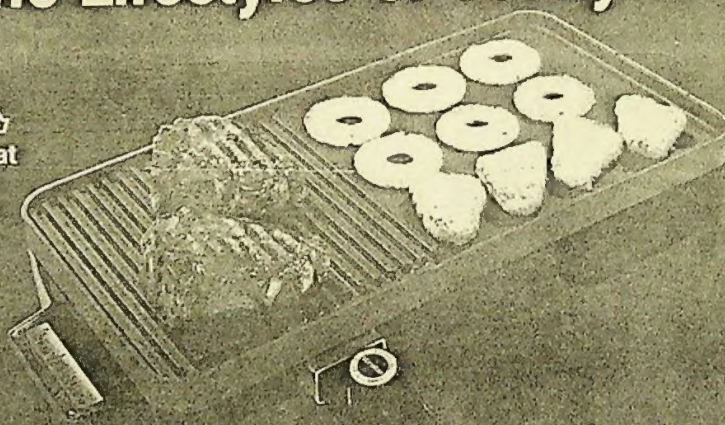
It was especially exciting, then, to walk the aisles of this

March 1985 blockbuster. New products, new marketing concepts, newly-charged competitors and enough blue badges to keep everyone happy. For once, it was nice not to talk about show timing, buyer counts or arranging for an earlier flight home. Instead, you could barely keep up with the schedule of press briefings, meetings and non-stop talk on the aisles of products and competitive marketing. A watershed show, to be sure.



## Tomorrow's Products for the Lifestyles of Today!®

featuring  
**NATRA**  
The Grill that  
Tenderizes  
as it Cooks



### A World Class Four Cup Electric Kettle

Send immediately  
for the full story  
on our complete  
line of innovative  
products.

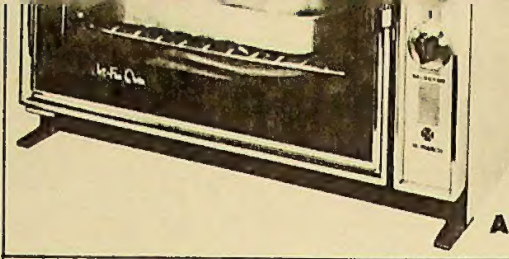


- Boils a cup of water in approximately one minute
- Automatic shut-off if kettle runs dry

- Non-stick coating for easy cleaning

- Available in four decorator colors

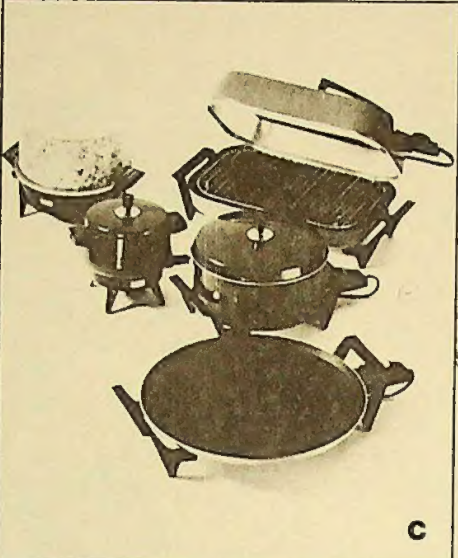




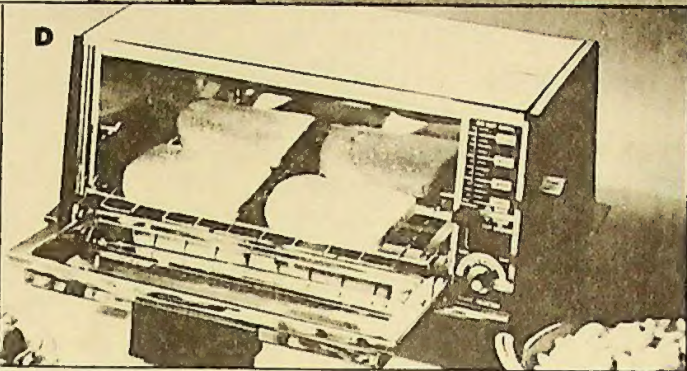
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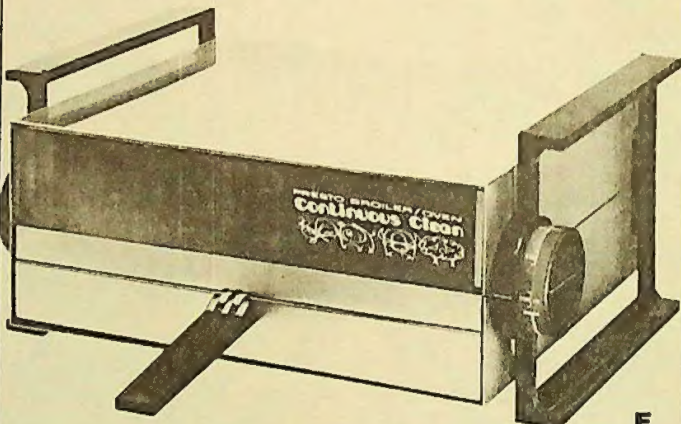


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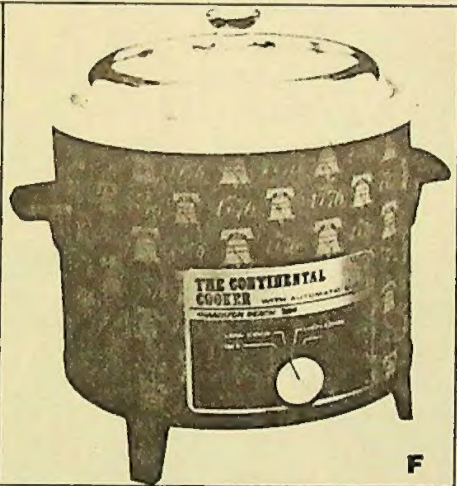


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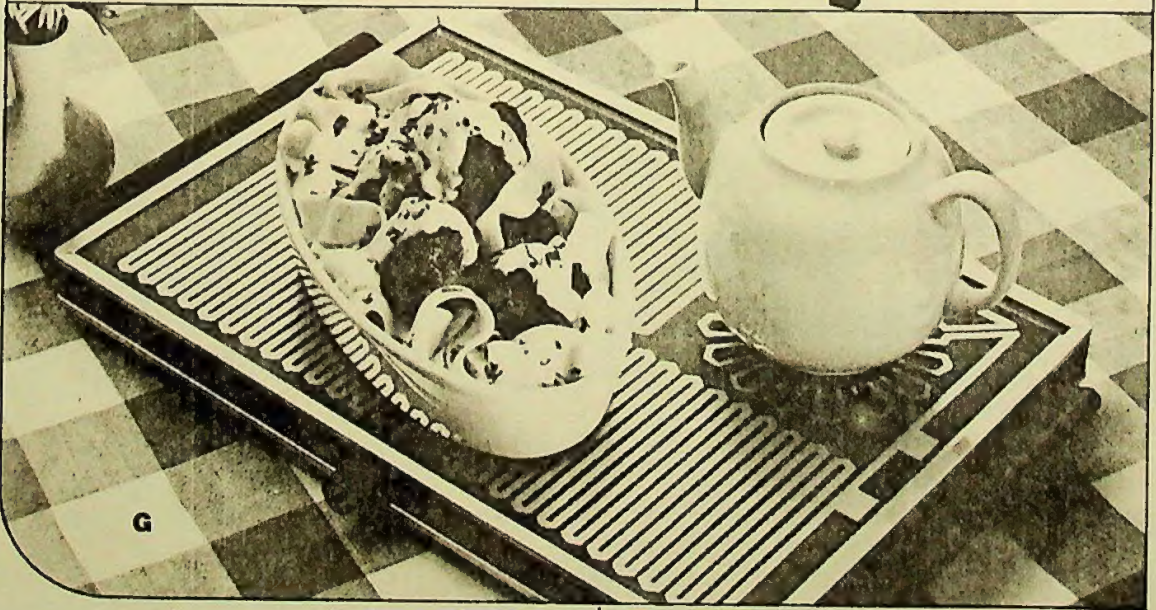
# THE HOUSEWARES Game



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**Electric Cookware** *continued*

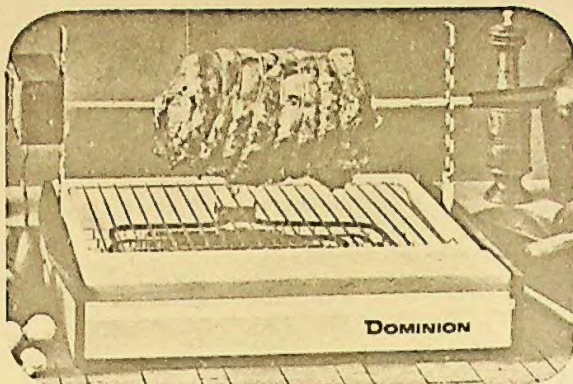
7 Dominion's new smokeless rotisserie-broiler is a company first. It features a Magic Mirror tray that reflects more heat upward for faster cooking, and drains juices away from the heat to prevent smoke. The unit may be used as a broiler or set up as a rotisserie. While not in use, rotisserie parts store in a compartment under a hinged hardwood cutting board. The motor, cord and heating element are detachable for easy cleaning. The model 2550 broiler carries a \$47.95 suggested list.

8 Troy's broiler-rotisserie, to sell for under \$30, features easy cleaning. The stainless steel broiler body may be detached from the Calrod heating element and fully immersed in water. The unit will retail for under \$30.

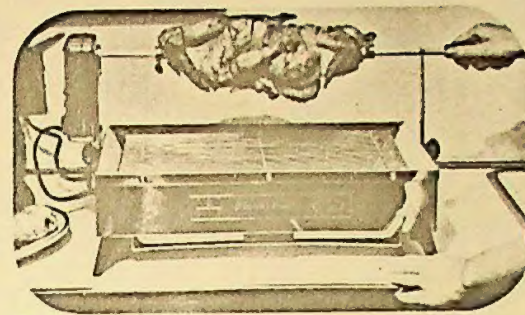
9 Dominion's buffet range features a Temp-Sensor automatic thermostat element that maintains the precise heat selected. A built-in signal light indicates the proper temperature has been reached. Range-type dial controls for both elements are located in an elevated console. The model 1459 buffet range is backed by a one-year over-the-counter replacement guarantee. Suggested retail is

ion's model 1236 Teflon-coated grill is one of six Teflon items the company in its 1965 line. The is a 4-way appliance that will toast sandwiches, fry eggs. The with three sets of grids, includingaffle and smooth grids, and a separator hors d'oeuvres. Suggested retail

uded in the Teflon line are sand-r/waffle-iron to sell for a suggested \$24.95; a Roast 'N Fryer buffet skillet, es with a French fry basket and tula, for \$28.95; an 11-inch fry \$24.95; a portable griddle, which quare inches of cooking surface and ble heat control, for \$31.95; and an waffle iron for \$19.95.



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**HOT PRODUCTS AT THE HOUSEWARES SHOW****Serving aids**

General Electric will find competition for its cordless electric slicing knife at this Show. Iona is introducing its first electric knife, and it is cordless. Merit Enterprises is adding a cordless to its Lady Vanity line, and Troy Industries also is coming into the cordless field.

Westinghouse is adding a second model to the knife it introduced in November, a more deluxe packaging of that unit.

New coffeemakers also will be making news at this Show. Possibly the most unusual is the triple-wall Cycloc model being shown by Oster. This is the first use of this super-strong plastic in a food-making product.

Dormeyer and Sunbeam also are scoring firsts with their introductions, Dormeyer with its first white handle and base model, and Sunbeam with its first party or buffet style unit.

1 Oster has a new triple-wall thermal insulated automatic coffeemaker which keeps coffee piping hot for hours while unplugged. The implementation of Cycloc construction allows the outside surface of the coffeemaker to remain cool while the coffee stays hot. The danger of burns from a hot coffee pot are eliminated and re-heating is unnecessary. Pre-set temperature control automatically shuts

*continued on p.28*



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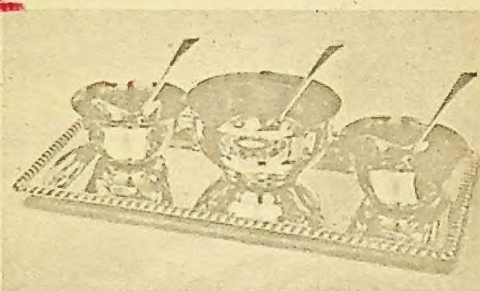
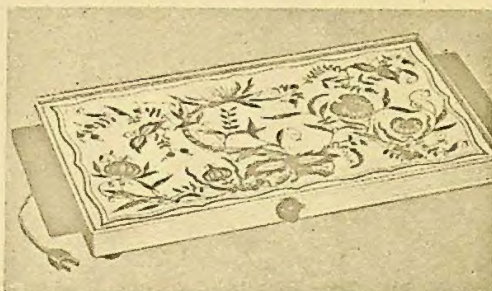
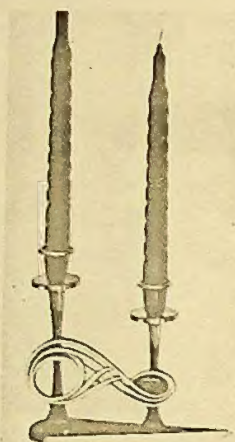
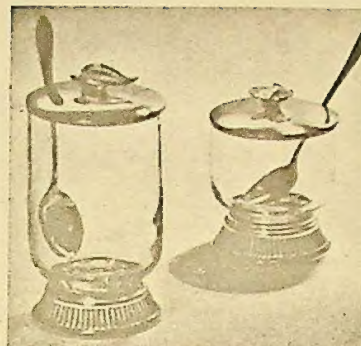
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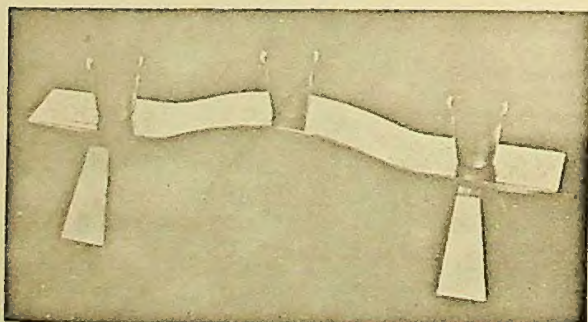
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7. Milady's Slipper richly embossed with scrolls and flowers in fine Lenox china revives a Victorian tradition. Charming for tiny flower arrangements, to keep jewelry or to give to wedding guests. \$7.95 retail.

8. Georges Briard combines gold-plate and crystal for a touch of elegance in marmalade jars and table servers. \$5 to \$15 retail. M. Wille, 225 Fifth Ave., New York.

9. One of new Israel Creations designed by Raymond Loewy/William Snaith which incorporate Gems of Eilat in brassware. This candleholder is one of 200 new items recently introduced in this country by Israel Creations, 511 W. 20th St., New York.

10. "Piping Hot," new electric food warmer line introduced by Miller & Mann Associates, 225 Fifth Ave., New York, includes this "Meissenette" design with American walnut handles. 17 x 19-inch size, \$14.95 retail.

11. Caviar Sets imported from Italy by Eisenberg-Lozano, 53 East 34th St., New York, include large silver-plated bowl with crystal liner, two 24K goldplated smaller bowls and an 11½-inch tray. Spoons are all goldplated.

12. Classic and contemporary design is combined in this Roman Urn lamp by Haeger Lamp Co., Dundee, Ill. Coordinates with smoker accessories. Lamp is 41 inches to top of silk shantung shade. \$55 retail.

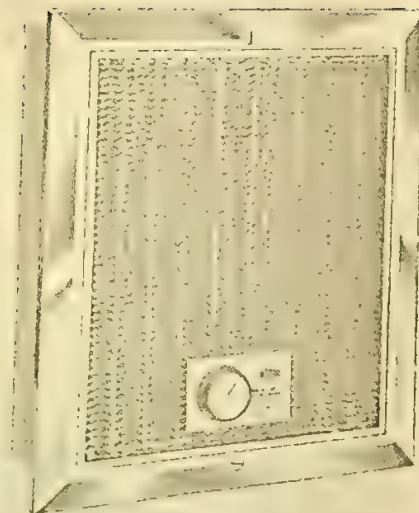
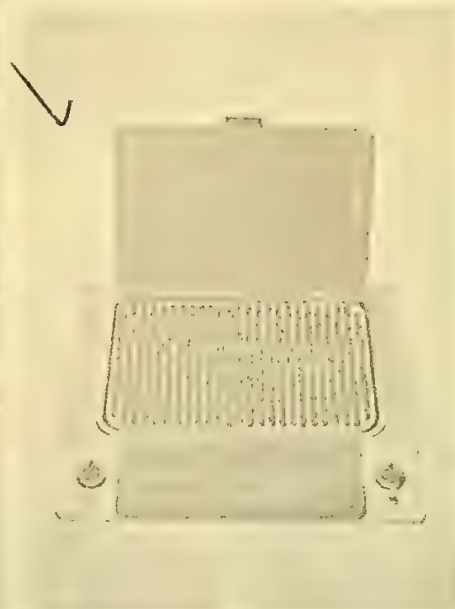
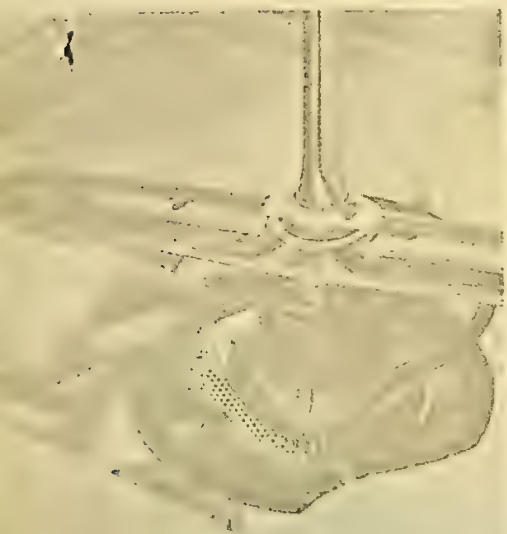
13. New Varaflame Rosewood candle by Ronson Corp., Woodbridge, N. J. incorporates fingertip flame adjustment in striking new hand-finished rosewood design with weighted gunmetal base. It's 19 inches tall, \$39.95.

14. One of many new candelabras introduced this fall by Taris Imports as part of its Elite line is this 3-light design with engraved finish in "tarnish resistant" silver-plate. \$14 retail. (210 Fifth Ave., New York.)



36"

MONOGRAM INDUSTRIES, INC., Quincy, Illinois . . . BB-15 direct vent baseboard gas heater has a 15,000 Btu input. Slim, streamlined and fully automatic, heater is 5 $\frac{3}{4}$ " wide, 13 $\frac{3}{4}$ " high, 62 $\frac{7}{8}$ " long. The full-length, slotted burner maintains a low, constant flame. Sealed combustion chamber is A19 porcelain coated inside and out. Self-contained thermostat controls include safety pilot and limit switch.



WASTE KING CORPORATION, Los Angeles . . . All nine design and engineering innovations developed for Waste King Universal dishwasher-dryers are incorporated in the top-of-the-line "Imperial Hush" series. These include a "Disposo Drain" pump (at left) that helps dispose of soft food waste particles automatically during the washing operation, a removable convenience tray, and "Hush Coat" sound insulation.

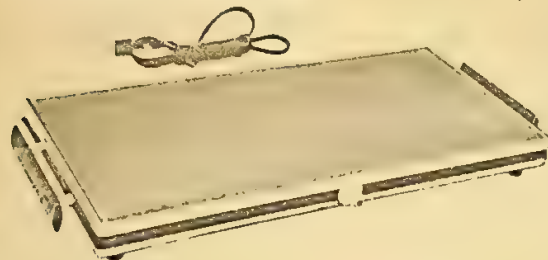
THERMADOR, Los Angeles . . . A new kind of small, built-in electric range, TM-21 "Griddle 'n Grill" operates on 110 volts for installation in playroom, family room, patio or kitchen. It features interchangeable griddle and a grilling surface which looks like familiar outdoor charcoal grill. Companion to larger TM-45, extra features include a cutting board and a 60-minute timer. Available in decorator colors or stainless steel.

BROAN MANUFACTURING CO., INC. Hartford, Wisconsin . . . New series of heavy-duty fan-type electric heaters offers a choice of either 750 or 1500 watt models featuring a long-lasting armor-shielded element, rugged motor, and a sensitive built-in hydraulic action thermostat. The 10 $\frac{1}{4}$ " x 13" x 4" steel housing is equipped with adjustable mounting brackets that span 16" stud spacing.



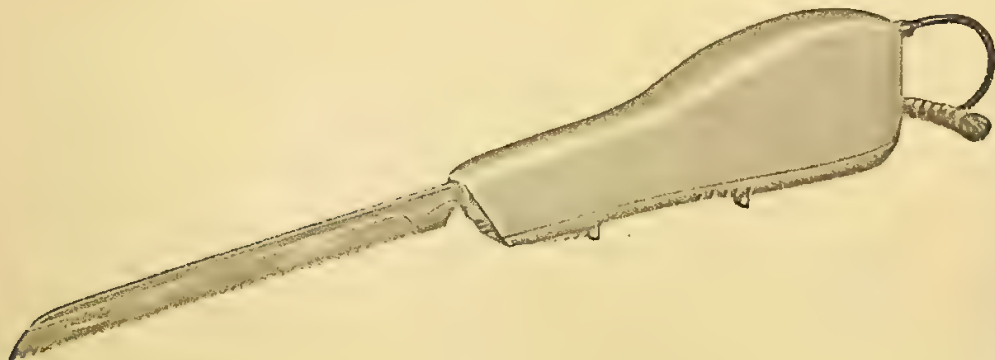
and in an Texas ware sets now  
R-40 melamine.

D7/123363



EMW 1-13-64 p. 46

This Hamilton Beach warming tray is another part of the Casco purchase, and a new item for Hamilton Beach. It's designated the Model 390 and automatically maintains any of the three temperature ranges selected on the front knob. It has handles of rubbed English walnut, a brushed coppertone warming surface and a walnut inlaid silver-like edge trim. Suggested retail for the unit is \$12.95. To appeal to the gift market year-around, it's packaged in a colorful presentation box that converts to a counter display.



Therm-O-Ware's electric knife will have 11¼-inch stainless steel blades that are hollow ground with serrated edges. The knife will be packaged in a storage-

style box and the cord will be detachable. Present plans for a \$19.95 suggested retail price and a one year guarantee on the unit.

JAN 13 1964

ELECTRICAL MERCHANDISING WEEK



## kitchen equipment outdoor cooking and yard care serving equipment

Wagon-style outdoor grills will be bigger than ever this January. Makers feel high-end units complete with motorized spits, working surfaces and storage shelves will continue to be popular. Portable ranges, yesterday's hotplates, will continue to gain. More mowers than ever will be shown with grass-catchers.

Rubbermaid's turntable bin (upper right) will sell for \$1.98 in 1964, a \$1 drop from last year's price. It's one of three storage items Rubbermaid is retaining in its 1964 line. The others are the 2312 vegetable drawer, also marked down \$1 to \$8.95, and the 2302 storage turntable, \$7.95. Rubbermaid will feature them at the Show along with re-designed roll-out storage drawers and a slide-out lid rack. These new items will be marketed at generally lower retail prices than similar items introduced by Rubbermaid two years ago.

The Salton Filtercup CE-20 is a new package combining the Filtercup coffee extractor and a Salton Hotrayette electric food warmer. The package, which retails for \$14.95, will be featured at the Salton booth with the company's current line of Hotray and Hotable automatic electric food warmers, Hotray Interloc units and other serving accessories.

A motorized brazier will be shown by Crestline, div. of Federal Steel Corp. It has a 3-position oven hood with a slant door for easy accessibility and a bottom storage shelf. The brazier is 24 inches in diameter, has a rolled edge bowl and a 16-inch utility handle. The spit is chrome plated, with adjustable tines. The unit is Autumn gold with charcoal legs, utility handle and oven door. Priced at \$24.98, it will be featured at the Show with a 21-inch portable folding barbecue grill.

Valor's Cook-King double burner (left) has variable heat control, folds away for easy storage. It sells for \$29.95. Valor also will show a single burner version priced at \$14.95.

Structo's new deluxe motorized brazier features work shelf, towel bar and utility shelf made of California redwood. The 24-inch brazier is finished in metallic red, has a chrome-plated, swing-out motor. The bowl is extra-heavy gauge steel with a beaded rim, stabilizer cup, and removable inner fire bowl. Other features are a positive locking ratchet grid adjuster, a nickel-clad steel oven hood with glass panelled oven door and a temperature indicator. Price is about \$45.98.

The Waring Servor-Range (left) serves as both stove and warming tray. It has walnut handles for portability and porcelain surface for easy cleaning. Model number is PR-3; price is less than \$30. Other products to be featured are Waring's juice extractor, electric ice-crusher, portable ranges and warming trays.

The Lawn-O-Vac power mowers by General are designed for use with a grass catcher. Features are deep dome, extra large grass ejection chute to propel grass clippings, and vacuum action. It's finished in red enamel, has a 22-inch blade, 3-position control, and leaf mulcher. The engine is a 3hp Briggs and Stratton 4-cycle with a wind-up impulse starter. Four basic

Rubbermaid

Crestline mot

Structo deluxe

Salton Filtercup, Hotrayette

Cook-King burner by Valor

Waring Servor-Range

EMW 1-6-64 p.20 L#1

EMW 1-6-64 p.20 L#2

EMW 1-6-64 p.20 L#3



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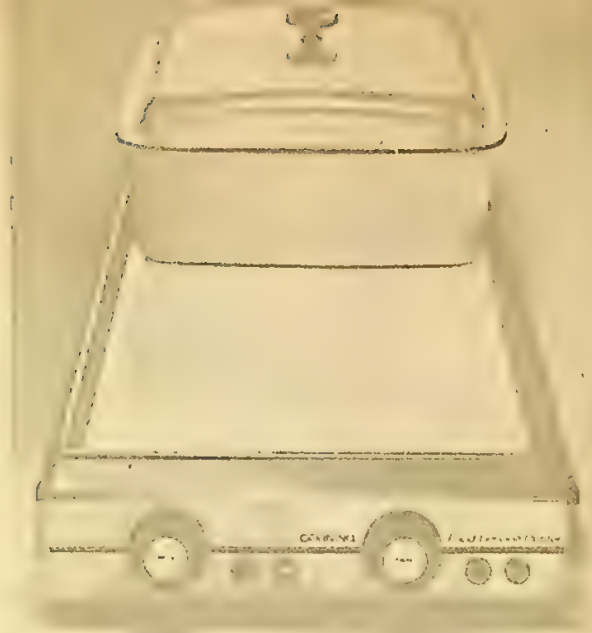
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p.50

JULY, 1963

Institutions Magazine

V.I.P.\*



### Center of Attention

Creating a stir in food circles is the versatile Corning Food Service Center. With it, operators can hold foods for long periods to exact temperatures in attractive containers that merchandise food specials to the fullest. Modular design of the vessels permits their use in many combinations to suit the variety of dishes being offered or the number of people to be served. Separate controls and thermostats at front and back of the heating plate hold different foods at different heats from room temperature to 250°. For example, soup can be held at 180° at the back of the unit, vegetables at 150° up front. The stainless steel rim of the heating plate keeps the vessels from slipping, lifts off with one hand for easy cleaning.

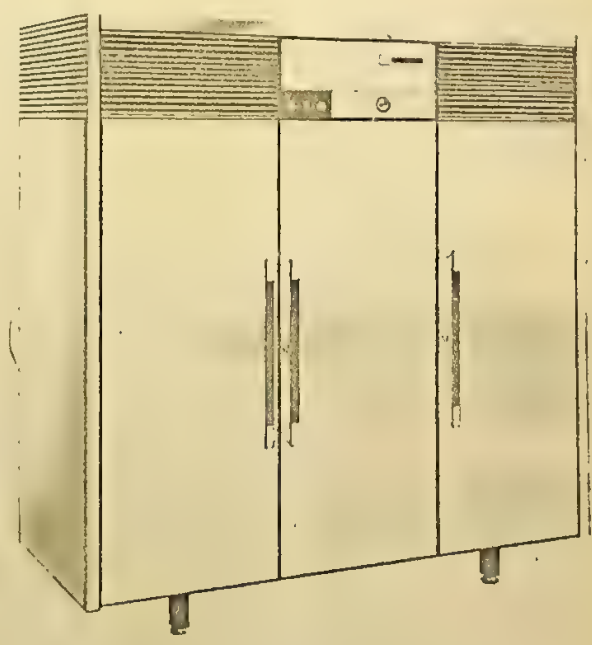
Both the food vessels and the heating plate are made of Pyroceram, that highly durable, heat-retaining glass-ceramic originally developed to solve high temperature problems in missile projects.

Operating on 110 v. from standard wall outlets, the food center can be moved about, or a series of bases can be recessed in counters with controls placed in remote locations. Corning Glass Works, IM, Corning, N.Y. Circle 300 on p. 163.

### Low Temperature, High Style

A smooth, built-in appearance in the kitchen is presented by this line of refrigerators and freezers. The many new features, available without additional cost, include contemporary styling, slim wall construction and an operational control center. Slim wall insulation, which is poured as a liquid and foamed to the exact contours of the construction, creates more usable storage space—up to 175 lb. more food can be held in the new models than in previous units of the same size.

The control center incorporates: visual temperature control that warns of excessive temperatures; exterior humidity control to eliminate moisture around door openings; temperature-sensing dial for accurate check on the product zone; power indicator for immediate check of power failure. Also a part of the control center is a thermal device for precise selection and maintenance of a desired operating temperature. Noteworthy on the two and three section models, shown right, is the isolated compartment inner liner which minimizes cold air spillage when doors are open and speeds recovery time. Victory Metal Mfg. Corp., IM, Plymouth Meeting, Pa. Circle 301 on p. 163.



Institutions Magazine



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FOR

# 1963 summer houseware showcase

## Hotray by Salton

b 1350

Salton's Capri Hotray copper is 26 by 9 inches over-all and has a heating surface. The Hotray has automatic thermostatic controls and a front room temperature to 265 degrees. It operates on 225 watts, 115 volts, and will keep food at the desired temperature for hours without impairing flavors or texture, says.

The Capri is ebony with a white thin satin aluminum trimming. It retails for \$20.95. Salton Inc., New York, N. Y.

## Ronson will show canopener and hairdryer

booth 1736

A potato masher attachment and a rack have been added to Ronson's Canoe electric canopener (center, left). It also has a snap-in knife sharpener, mixer and food whipper attachments on a press-it-goes-release-it-stops lever for \$20.95.

Pictured below is Ronson's Escort hairdryer. It dries hair three ways—through brush or comb attachment, weighs 40 oz. and has four heat ratings. An extra long cord and strap are included for portability. The beige carrying case and is priced at \$23.50. The standard-model Escort, without the carrying case, sells for \$21.95.

Ronson will also exhibit its Rotomatic electric shoe polisher. It magnetically attaches and ejects them at a touch. It comes in a chest with applicator buffing cloths and shoe polish. It sells for \$24.95.

Ronson Corp., Woodbridge, N. J.

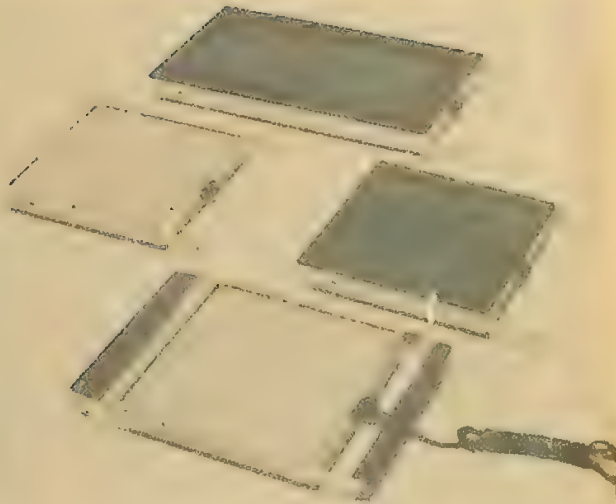


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## Electrical Merchandising

July 2, 1962

p. 9



### **"Interloc" Hotray series from Salton**

The Hotray series shown above features Salton's new "Interloc" feature which enables consumers to build their own heating trays by adding or subtracting units. Up to three interlocking trays can be added to the starter unit, giving four variations up to 36-inches long.

The starter unit has walnut handles, one of which is detachable and clips on to other lock-on units. List prices are \$9.95 except for the cheese board, which is \$6.95.

*Salton Mfg. Co., Inc., New York 21, N.Y.*



~~0-81/77~~ 87/123  
303

# Elec-tray..

Attractively styled trays with adjustable thermostat control (heats up to 250 degrees). Steel with acrylic finish top surfaces in orange with white stripes or white with gold stripes, walnut handles. Each individually boxed complete with cord. UL approved. 115 volts. A.C. only.

#6521	10" x 9"	\$ 6.50 each	2 minimum
#6522	28" x 9"	8.50 each	2 minimum
#6523	27" x 9"	10.00 each	2 minimum

Minimum order 4 pieces, 2 each size  
F.O.B. Factory, Boston, Mass.

#6523

#6522

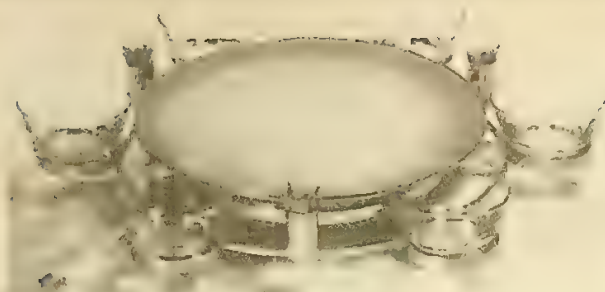
#6521

# Epicure...

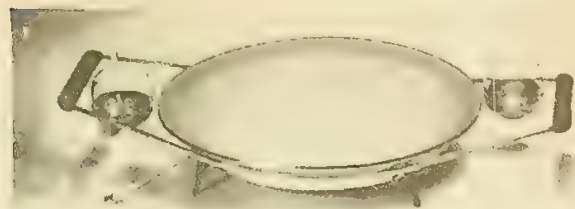
Electric servers — concaved surfaces of round



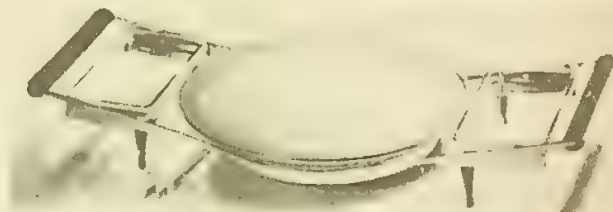
nut handles and legs. Complete with cord, 120 volts, 180 degrees, thermostat control, A.C. only.



HT 126



HT 151



HT 122

HT 126 - Electric susan, 12" diam. tray with 6 condiment dishes and 3 brass toothpick holders, 80 watts.  
\$15.00 each boxed

HT 122 - Electric server, 12" diam. tray with two relish dishes, 80 watts.....\$12.50 each boxed

HT 151 - Electric server, 15" diam. tray with two bowls and plastic spoons, 120 watts.....\$15.00 each boxed

Minimum order 4 pieces. May be assorted.  
F.O.B. Factory, Bronx, N. Y.

PRICES ARE WHOLESALE  
Terms 1-10 net 30 days.

# RUBEL

CHICAGO: MERCHANDISE MART

LOS ANGELES: 527 W. 7TH ST.

NEW YORK: 225 FIFTH AVE.

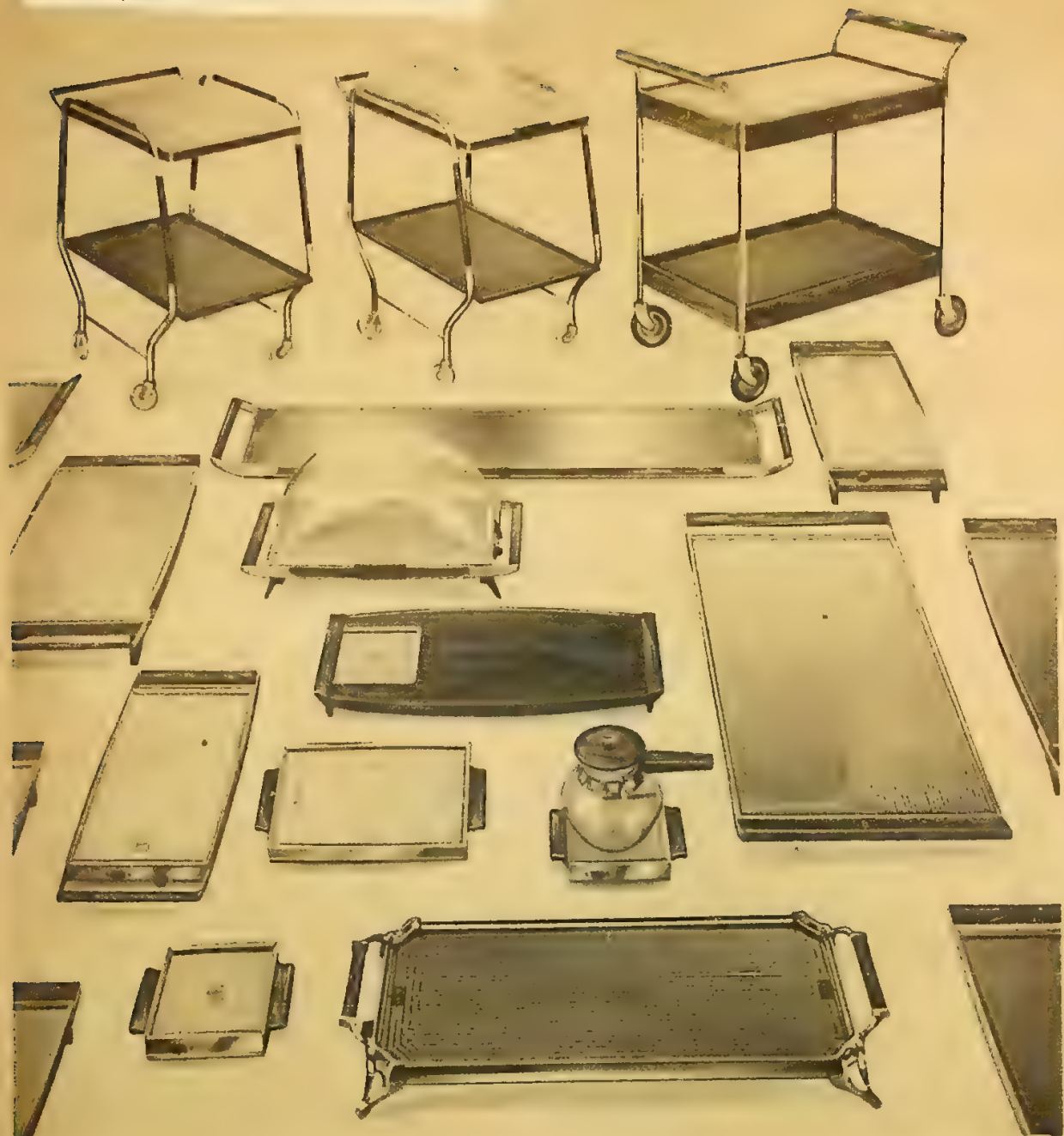
DALLAS: TRADE MART

ATLANTA: MERCHANDISE MART

THE GIFT AND ART BUYER for April, 1962



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# Salton HOTRAYS<sup>†</sup> are Summer Sellers, too!

Of course you've done a big job with Salton Hotrays for Christmas. Have you promoted them other times, too? If not, you're missing big gift profit opportunities. It's a fact that Salton owners use their Hotrays as avidly in Summer as in Winter. One reason is that Hotrays keep food warm without adding to Summer's heat. Another is the big and ever-growing trend to outdoor living. For more sales this Spring and Summer, display Salton Hotrays prominently. We'll back you up with consistent advertising in America's most sales-productive magazines—Ladies' Home Journal, Time, House Beautiful, Holiday, House & Garden, New Yorker Magazine, Sunset, Atlantic Monthly, Gourmet Magazine and House & Garden Entertainment Annual. (Salton Hotrays and Hotables are price protected\* for full profits.)

\*According to State and Federal regulations. †Hotray and Hotable are registered trademarks in the U. S. Pat. Off. Salton Hotrays retail from \$7.95 to \$19.95. Hotables from \$6.49 to \$13.95.

See today's entire Salton HOTRAY and HOTABLE Line at the New York Gift Show, Hotel New Yorker, February 18-23, ROOM 1004

**Salton** Manufacturing Company, Inc., 519 G East 72nd Street, New York 21, N. Y.



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# Home Furnishings Daily

Jan. 16, 1962

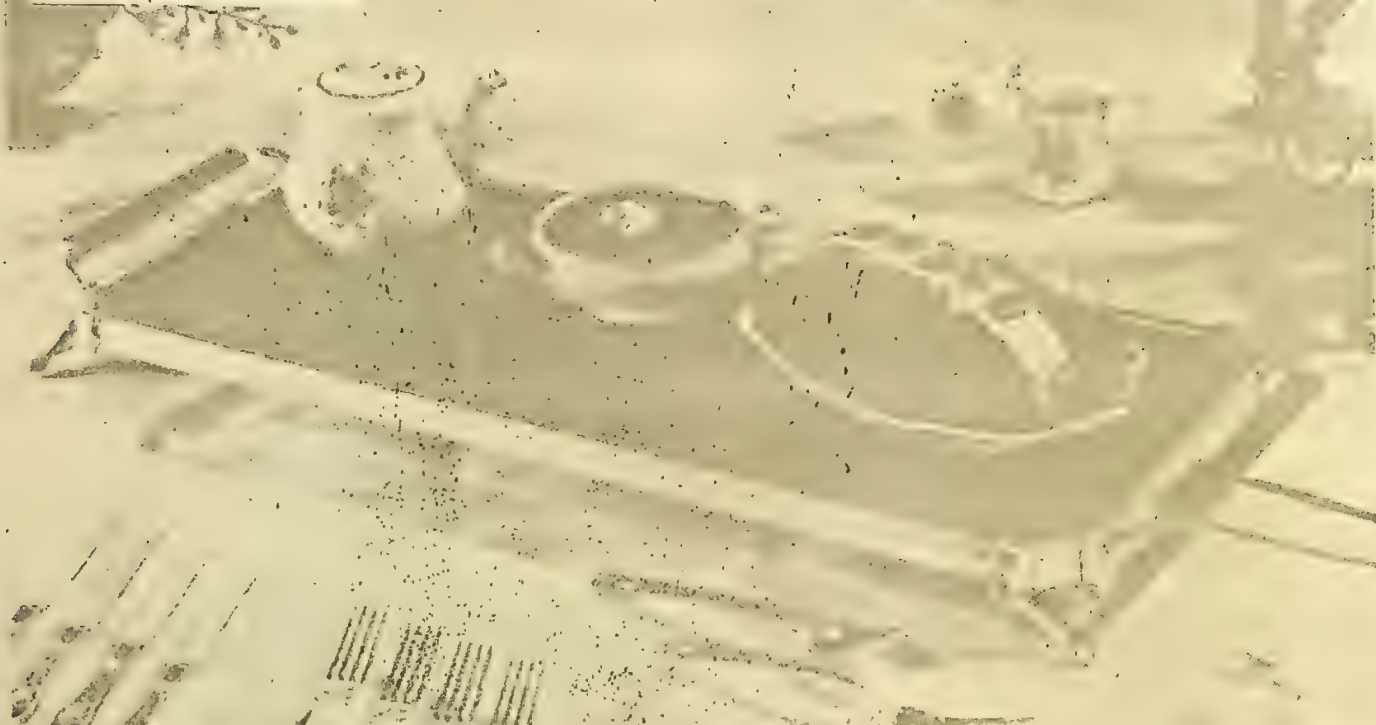
P. 46



**WARING'S WARMER**—Waring Products Co., Winsted, Conn., is introducing an electric food and beverage warmer in three sizes. Model HS-1, 9x16 inches, carries a \$18.95 list price; Model HS-2, 11x19½, \$29.95; and HS-3, 13x22, \$39.95. The warmers have thermostat control to 260 degrees with an off position and a removable 6-foot cord. The warming surface, dubbed Warex, is of porcelain with the design permanently fired on. The warmers have walnut handles and anodized aluminum frames in antique gold. The product carries a one-year warranty....



07/123 363 E



### Salton Hotray News:

The largest of the new line is the 12 $\frac{1}{2}$ -inchx32 $\frac{1}{2}$ -inch, \$49.50. "Patrician" shown on the left. The Elite Hotray (below) is 14 $\frac{1}{2}$ -inchx7 $\frac{1}{2}$ -inches and will retail at \$9.95. All the new models are thermostatically controlled from room temperature to 265 degrees and have an "off" position.

*The Salton Manufacturing Co., Inc., 519 E. 72nd St., NYC.*





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Electrical Merchandising Week  
July 10, 1961 - page 20

ARES SHOW

Electrical  
Merch. Week

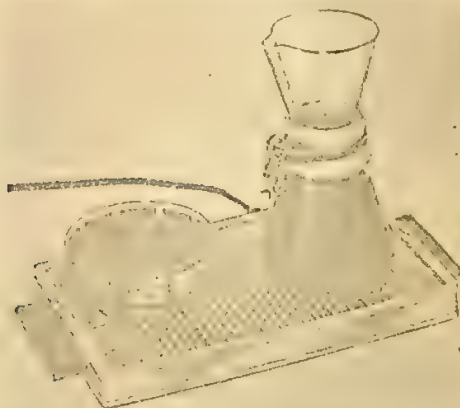
7/10/61-

p. 20

Salton Hotray News

The largest of the new line is the 12 $\frac{1}{2}$ -inchesx32 $\frac{1}{2}$ -inch, \$49.50 "Patrician" shown on the left. The Elite Hotray (below) is 14 $\frac{1}{2}$ -inchesx7 $\frac{1}{2}$ -inches and will retail at \$9.95. All the new models are thermostatically controlled from room temperature to 265 degrees and have an "off" position.

The Salton Manufacturing Co.,  
Inc., 519 E. 72nd St., NYC.



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# HOME FURNISHINGS DAILY

JANUARY 5,  
1961

~~D7-100~~

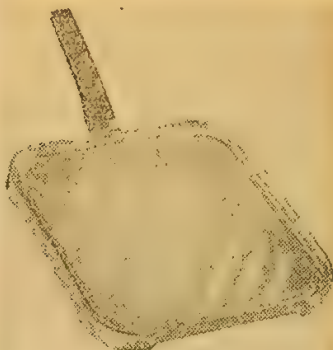
shings Daily

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y 5, 1961

page 13

HOME FURNISHINGS DAILY, THURSDAY, JANUARY 5, 1961



**GRILL ADDITION:** Wisconsin Aluminum Foundry Co., Inc., Manitowoc, Wis., will introduce the No. 202 Chef-Way Grill. This one-burner grill is available now and has suggested retail price of \$4.95. The grill, similar to No. 404, a double-burner size grill, is constructed of cast aluminum with an easy-to-clean permo finish. There is a groove around the inside edge into which grease may drain, thus facilitating greaseless grilling and broiling.



DN/363,  
123

# SALTON HOTRAY

tops "her" list  
and yours  
for popularity and profit



No. H-166B —  
The Continental  
35¼" x 17¼"  
x 32¼" High



No. H-102  
— The Viking  
25" x 13"

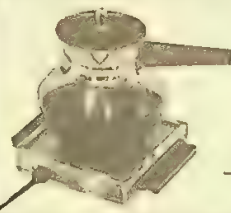
The most profitable gift item in the country is the Salton Hotray and Hotable. This unique, automatic electric food warmer is the serving piece every hostess and home-maker insists upon. The Salton line is so varied that every sale will invite another and that means new sales and greater profits for you! Dramatically and continuously nationally advertised, powerfully promoted, and price protected\* for full profits. Be ready to meet the demand in your own community. Call, wire, write for information on the NEW Salton Hotray line.

*Salton*

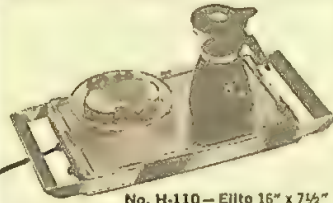
MANUFACTURING COMPANY, INC.  
519G East 72nd St., New York 21, N. Y.

Salton Hotrays retail from \$5.95 to \$59.50 —  
Hotables retail from \$59.50 to \$200.00

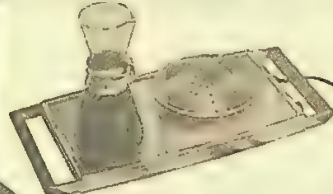
**HOTRAY**



No. H-105  
— Party  
Server  
10 cup  
Carafe  
and  
Hotrayette  
— 36 sq. inches.



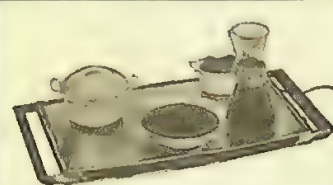
No. H-110 — Elite 16" x 7½"



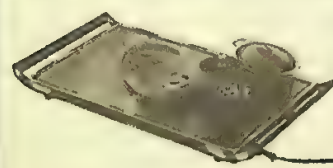
No. H-120 — Gourmet 18½" x 9¼"



No. H-130 — Patio Master 22½" x 11"



No. H-140 — Epicure 26½" x 13½"



No. H-150 — Superb 29" x 15¼"



No. H-160 — Deluxe 32" x 16¼"



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E

# Home Furnishings Daily

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Aug. 11, 1960

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new  
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# SILVERING



## Hot stuff

Make a meal comfortable for everyone including the hostess with an electric trivet. Practical and pleasing to the eye, it can be used indoors and out. A 6" square ceramic tile, decorated in Pennsylvania Dutch designs, is set into a black-finished wrought iron bracket. UL approved. \$6.95 ppd. Edith Chapman, HG3, 260 Main Street, Nyack, N. Y.



## Careful copy

Admirers of Albrecht Durer's famous wood carving, Praying Hands, will cherish this faithful reproduction. Cast in Hydrocal, an accepted material in art circles, it looks and feels like a wood carving. Finish is antique walnut. Three dimensional in feeling, it measures 6" x 8½". \$4.98 post-paid. Order from Hobi, Department HG3, Flushing 52, N. Y.



## Victorian charmer

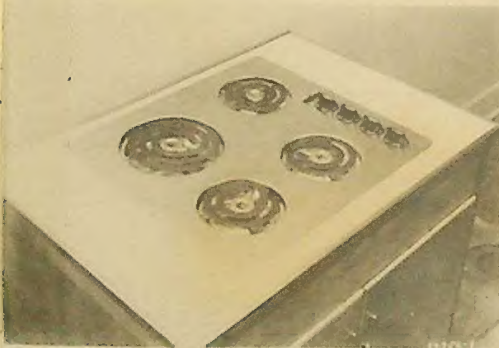
Imported from Hong Kong, this elaborate white rattan tea cart rolls easily, is capacious in size. Two serving levels and a removable fitted tray for beverage glasses make it perfect for serving cocktails, coffee or lunch à deux. 28" x 18" wide x 28" high, it is nostalgically decorative. \$19.99 exp. coll. The Akron, HG3, 4402 Sunset Blvd., Los Angeles, Cal.

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March 1959

## Home Appliance Builder

Chattanooga Royal Company, Chattanooga, has added "Bilt-With-A-Tilt" barrel braziers to their Royal Chef Charcoal Grill line. The braziers come in five models. By lowering the front opening on the barrel brazier, easy access to the fire is permitted without moving the grid from normal cooking height. The Royal Chef line is now available in "Twillite" blue, copper-tone and black with red trim.



XD-81/25.4

Frigidaire Division, General Motors Corporation, Dayton, Ohio, has introduced a compact, budget-priced, built-in cooking top designed for 24-inch cabinets. The top features four fast-heating, sealed electric units and "snap-in" type installation. After the cabinet opening has been roughed in and the wiring is in position for hook-up, the unit can be installed in 5½ minutes.

MARCH 1959

Home Appliance Builder

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